

### Referral Channel Metrics

Sessions by Channel	% of all sessions	June, 2018	change from prior month	
Direct Sessions	13%	1,141,019	-269,789 ▼	-19.1%
Branded Search	0%	4,716	-874 ▼	-15.6%
Non-Branded Search	0%	39,145	-10,843 ▼	-21.7%
Search Term Not Provided	33%	2,868,835	-819,938 ▼	-22.2%
Social Media Referrals	1%	44,944	-8,989 ▼	-16.7%
Other Referrals	53%	4,707,911	-1,225,426 ▼	-15.9%
% New Sessions this month		June, 2018	change from prior month	
Direct Sessions	15%	69.7%	-0.6% ▼	-0.8%
Branded Search	0%	24.9%	-3.6% ▼	-12.7%
Non-Branded Search	0%	63.9%	-0.2% ▼	-0.4%
Search Term Not Provided	31%	58.6%	-1.1% ▼	-1.8%
Social Media Referrals	1%	70.7%	3.4% ▼	-151425.6%
Other Referrals	53%	59.8%	-1.0% ▼	-1.6%

### Navigation

#### Microsites (OneEPA Web)

Bounce Rate: all Microsites	June, 2018	change from prior month	
	41.8%	-0.8% ▼	-1.8%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances			
www.epa.gov/smartgrowth	74.1%	5.3% ▲	7.7%
www.epa.gov/heat-islands	59.5%	N/A ▲	N/A
www.epa.gov/iris	58.5%	N/A ▲	N/A

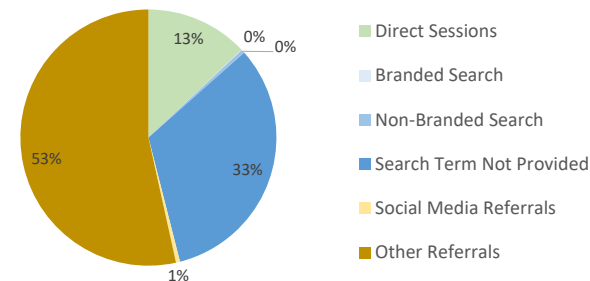
#### Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	June, 2018	change from prior month	
	36.8%	1.0% ▲	2.8%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances			
www.epa.gov/flint	75.2%	0.0% ►	0.0%
www.epa.gov/uog	71.3%	0.0% ►	0.0%
www.epa.gov/tsca-screening-tools	70.1%	N/A ▲	N/A

### Exits from Search Results

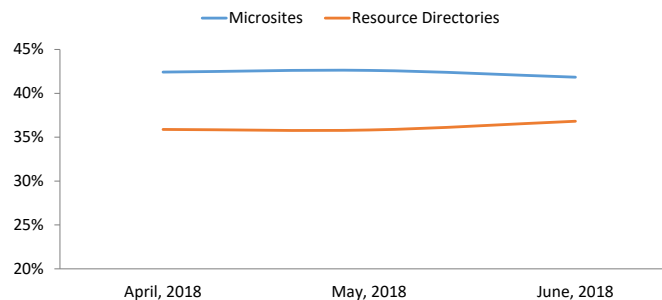
Number of Exits	June, 2018	change from prior month	
	23,058	-6,770 ▼	-22.7%
Exit Rate = Exits / Views of Search Results	12.3%	-0.1% ▼	-0.8%

### Sessions by Channel

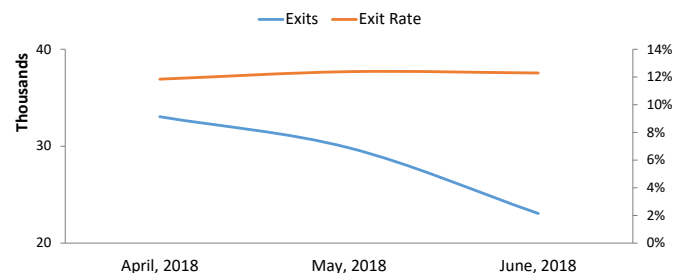


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

#### Bounce Rate trend for last 3 months



#### Search Exit trend for last 3 months



## Agency Web Traffic: Content Discovery Report

Top 20 Non-EPA Referral Pages		by sessions	June, 2018
links.govdelivery.com	/		19,310
m.facebook.com	/		16,938
duckduckgo.com	/		12,039
almanac.com	/content/uv-index-scale		12,010
dermnetnz.org	/		11,127
en.wikipedia.org	/		7,037
facebook.com	/		3,519
duranceplumbing.com	/5-reasons-why-your-hot-water-has-stopped-working/		3,325
serviceauthority.org	/		3,201
npirspublic.ceris.purdue.edu	/ppis/eparegno.aspx		2,875
co.okaloosa.fl.us	/ws/home		2,874
cn.bing.com	/		2,854
smcmua.org	/		2,816
pubchem.ncbi.nlm.nih.gov	/		2,808
ecosia.org	/		2,794
t.co	/cj7N4wugU3		2,642
skincare-answers.com	/annoying-itchy-tiny-white-clear-fluidfilled-blisters.html		2,535
fortworthtexas.gov	/savefwwater/irrigation/twice-per-week/		2,486
rollamunicipalutilities.org	/		2,455
l.facebook.com	/		2,428

Top 1-25 Non-Branded Keywords	by sessions	June, 2018	Top 1-25 Branded Keywords	by sessions	June, 2018	Top 1-25 Internal Search Terms	by searches	June, 2018
acid rain		310	epa		505	climate change		1,231
uv index		168	usepa		106	asbestos		570
bed bugs		168	environmental protection agency		101	radon		490
causes of climate change		164	us epa		71	tri		455
how to acquire data and interpret it using geogravi		111	epa pesticide device		63	lead		416
effects of mercury		102	us epa case 05-2007-3113		51	mold		318
environmental education		102	us epa # ohr000117523		47	global warming		297
life cycle of mosquito		102	epa boiling water		45	e-manifest		292
how to kill bed bugs		100	epa isis		43	tscs		288
sources of agricultural pollution		88	epanet		43	609		243
how to get rid of bed bugs		81	epa fuel waiver arizona		40	rcra		238
single electrode in borehole geophysics		80	epa opp ad contacts		30	superfund		229
what is acid rain		76	epa ord		29	water		226
recycling		71	epa echo		28	clean air act		219
greenhouse gases		63	epa eab		27	acid rain		218
envirofacts		63	epa tri		26	cdx		216
integrated pest management		62	u.s. epa tier 4 standard rail		26	voc		212
ap 42		62	https://www3.epa.gov/carbon-footprint-		23	hazardous waste		207
chinchies		52	epa warm model		22	air pollution		204
green chemistry		45	epa ozone determinations wisconsin		21	formaldehyde		201
bedbugs		44	epa gap		21	clean water act		199
amazon		44	epa dewey loeffel		20	bed bugs		194
nak		43	epa registration review process		20	vinyl flooring		188
sab		39	epa trw		19	drinking water		186
como eliminar las chinchies		39	epa uv index		19	pesticides		182

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## Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	June, 2018
life cycle of a mosquito		39
radon		39
biopesticides		38
particulate matter		38
clean water act		37
from_agency		37
causes of acid rain		36
larry starfield		36
ap-42		35
nepa		33
formaldehyde		33
what is environmental injuctive relief		32
reduce reuse recycle		32
clean diesel epa		32
escala de ph		31
get rid of bed bugs		30
bed bug		30
como matar chinches		29
smartway		28
effects of acid rain		28
pria 612		28
green house gases		28
mosquito life cycle		28
rcra		28
tar lake superfund		28

Top 26-50 Branded Keywords	by sessions	June, 2018
epa 815-r-99-022		18
epa tsca		18
epa rsl		18
epa tri reporting guidance		18
epa state review		18
epa regulations tar on streets		17
epa region 7		17
united states environmental protection agency		16
epa smog		16
epa superfund hotline		15
epa regions map		15
epa amtci		14
epa enforcement		14
epa rsls		14
epa employee		14
epa optimization guidance		14
epa jobs		14
epa installation timing for low-nox burners		13
epa envirofacts		13
epa interts		13
epa region 8		13
epa region map		12
epa nrc		12
epa e-manifest		12
epa tri reporting		12

Top 26-50 Internal Search Terms	by searches	June, 2018
ozone		180
protect your family from lead in your home		177
arsenic		174
kilaueaairdata		173
kilauea		171
air quality		166
emanifest		166
glyphosate		163
jobs		162
epanet		159
mercury		156
spcc		151
pfas		150
recycling		150
npdes		139
echo		134
	608	132
iris		129
pm2.5		128
swmm		126
training		126
water pollution		125
cercla		122
volatile organic compounds		121
grants		121

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